

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

CAF&CS Department - Sale of APOILFED Edible Oils through Fair Price Shops in all the Districts of Andhra Pradesh State - Permission accorded to the Vice Chairman & Managing Director, APOILFED , Hyderabad - orders -issued

-----  
CONSUMER AFFAIRS, FOOD AND CIVIL SUPPLIES(CS-I) DEPARTMENT

G.O.RT.No. 6

Dated: 17-01-2017

Read the following :

1. From the Vice Chairman and Managing Director, APOILFED, Hyderabad, D.O.Lr.No.MD/CM/GOVT.INST/2989/2016-17, dated.08-08-2016
2. From the Vice Chairman and Managing Director, APSCSCL, Hyderabad, vide his letter No.Mktg-M6/4485/2016-17, Dated: 9-12-2016.

ORDER :

The Vice Chairman and Managing Director, APOILFED, Hyderabad, in the reference first read above, submitted proposals to Government seeking support from the Civil Supplies Department in Government of Andhra Pradesh for sale of edible oils through the Fair Price Shops working in the State of Andhra Pradesh to the card holders on VIJAYA BRAND name. The APOILFED before bi-furcation was supplying to all the State Government Institutions for the schemes like ICDS, CDPO etc., and was able to sell a quantity of about 4000-4500 MTs per month. Whereas after bi-furcation the Federation is deprived of State Government orders as the Government of AP has passed orders appointing AP. Civil Supplies Corporation as nodal agency for the supplies of edible oils to ICDS, CDPO etc., APSCSC Ltd is procuring edible oils by e-procurement. Though APOILFED is participating in the e-tender every time, is unable to compete the cut throat competition by private suppliers. Consequently the sale of oils after bifurcation had fallen drastically to a level of 1500 MTs. Per month. Since APOILFED deals in retail marketing of edible oils on "Vijaya" brand, it is mandatory for every product of ours to pass through stringent in-house quality control tests before undertaking packing at Oil Packing Station, Kakinada. Precisely this makes us different from others in quality standard. On the other hand, the private players in the market would resort to adulteration and under weighment to compete with **Vijaya brand**. For example in case of Palmolein oil, some of the private players resort to improper refining by leaving more of solid fraction (Stearin) than permissible limits, which is cheaper than edible liquid fraction (Olein). This practice is bad in law besides causing serious health hazard. Such suppliers may quote marginally less price on account of improper weighments and impurity (Stearin).

2. In the recent tender APOILFED lost to others by 0.25ps per liter at the end of tender time. The Federation even on maintaining good quality could compete to such a close price. The Government of AP/ APSCSC Ltd should consider APOILFED for at least part supply at the tender price in order to encourage APOILFED. APOILFED is facing stiff competition in the open market in marketing their oils. The private brands are spending huge amounts in publicity through media, sponsoring many programmes especially on TV, whereas APOILFED is having a feeble budget for advertisement. APOILFED has come into existence for the promotion of Oilseeds Crops and to provide edible oils of good quality at reasonable prices for the consumers in the State. APOILFED deserves support from Government of Andhra Pradesh for its survival and to act as bench mark in order to control prices of edible oils in the market. Also to curb exploitation by the private players. APOILFED has invested substantial amount in creating infrastructure for storage and packing of edibles oils at Kakinada keeping in view of PDS and other Govt. orders. The infrastructure would be grossly under utilized if it is deprived of Govt. of AP orders for the supply of edible oils for its institutions. In view of the above facts, he has requested the Government of A.P. to consider and pass such orders permitting APOILFED to sell its "VIJAYA" Brand oils through Fair Price Shops to the BPL families in all the district of A.P.APOILFED would effect the supplies of its "VIJAYA BRAND" oils through F.P. shops through its distributor net work at a reasonable price to be fixed every week as the prices of oils are highly fluctuating. APOILFED also shall also would allow appropriate margins to the F.P. Shops under intimation to the Government from time to time.

3. After consideration of the request of Vice Chairman & Managing Director of APOILFED sale of edible oils through FP shops is an income generation to the FP shop dealers besides distribution essential commodities like rice, wheat, sugar further Government has already permitted for sale of additional commodities through FP shop dealers similarly Fair Price shop dealers are hereby permitted to sale all varieties of edible oils received through APOILFED. Regarding payment of remuneration APOILFED will make necessary arrangements.

4. The commissioner of civil supplies AP Vijayawada is requested to make necessary modifications in e-PoS machines to allow transactions for of sale edible oils.

5. The Vice Chairman & Managing Director APOILFED is requested to make correspondence to women development child welfare and disabled welfare dept/education(school)dept for taking a decision on purchase of oils through APOILFED instead of open market

6. All the district collectors in the state of AP are requested to take necessary action for allowing sale of VIJAYA BRAND edible oils through FP shops.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

B.RAJSEKHAR  
EX-OFFICIO SECRETARY TO GOVERNMENT

To:

The Vice Chairman & Managing Director.,APOILFED Hyderabad

The Commissioner of Civil Supplies AP, Vijayawada

The Vice Chairman & Managing Director APSCSCL Hyderabad

All the District Collectors in the state of Andhra Pradesh.

// FORWARDED BY ORDER //

SECTION OFFICER